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PRESENTATION OF THE CLAIMS

1-10. (Canceled)

11. (Currently Amended) A golf club head comprising:

a face plate having a contoured rear surface, the contoured rear surface including a central thickened region having a first non-circular, elliptical outer edge surrounded by a transition region tapered from the central thickened region toward a thinner peripheral region, the transition region having a second non-circular, elliptical outer edge and a curved lateral surface extending from the first non-circular, elliptical outer edge to the second non-circular, elliptical outer edge,

wherein the first non-circular, elliptical outer edge has a first aspect ratio, a first major axis and a first minor axis,

wherein the second non-circular, elliptical outer edge has a second aspect ratio, a second major axis and a second minor axis, the second major axis being equal to the first major axis plus a predetermined distance and the second minor axis being equal to the first minor axis plus the predetermined distance,

wherein the first aspect ratio is greater than the second aspect ratio, and

wherein each point along the second non-circular, elliptical outer edge is displaced outward from the first non-circular, elliptical outer edge by an amount equal to half of the predetermined distance.

12. (Canceled)

13. (Canceled)

14. (Previously Presented) The golf club head of claim 11, further comprising a shell having an opening, the opening being attached to the face plate to form a hollow body.

15. (Previously Presented) The golf club head of claim 11, wherein the transition region comprises a frustum-like region having a rounded lateral surface extending from the first non-circular, elliptical outer edge to the second non-circular, elliptical outer edge.

16. (Previously Presented) The golf club head of claim 11, wherein the transition region comprises a frustum-like region having a convex lateral surface curving from the first non-circular, elliptical outer edge to the second non-circular, elliptical outer edge.

17. (Previously Presented) The golf club head of claim 11, wherein the transition region comprises a frustum-like region having a concave lateral surface curving from the first non-circular, elliptical outer edge to the second non-circular, elliptical outer edge.

18. (Previously Presented) The golf club head of claim 11, wherein the transition region comprises a frustum-like region having a lateral surface formed by at least one concave edge of a lateral cutting surface associated with a cutting device.

19. (Previously Presented) The golf club head of claim 11, wherein the transition region comprises a frustum-like region having a lateral surface formed by at least one convex edge of a lateral cutting surface associated with a cutting device.

20. (Previously Presented) The golf club head of claim 11, wherein the transition region comprises a frustum-like region having an S-shaped lateral surface curving from the first non-circular, elliptical outer edge to the second non-circular, elliptical outer edge.

21. (Previously Presented) A golf club head comprising:

a face plate having a contoured surface, the contoured surface including a central region having a first elliptical outer edge surrounded by a transition region extended from the central region to a peripheral region, the transition region having a second elliptical outer edge and a thickness decreasing in a non-linear manner from the first elliptical outer edge to the second elliptical outer edge,

wherein the first elliptical outer edge has a first aspect ratio, a first major axis and a first minor axis,

wherein the second elliptical outer edge has a second aspect ratio, a second major axis and a second minor axis, the second major axis being equal to the first major axis plus a predefined distance and the second minor axis being equal to the first minor axis plus the predefined distance, and the second aspect ratio being less than the first aspect ratio.

22. (Previously Presented) The golf club head of claim 21, wherein the transition region comprises at least one of a spherical segment-like region or a spherical frustum-like region.

23. (Previously Presented) The golf club head of claim 21, wherein the transition region comprises a frustum-like region having a rounded lateral surface extending from the first elliptical outer edge to the second elliptical outer edge.

24. (Previously Presented) The golf club head of claim 21, wherein the transition region comprises a frustum-like region having one of a convex lateral surface or a concave lateral surface curving from the first elliptical outer edge to the second elliptical outer edge.

25. (Previously Presented) The golf club head of claim 21, wherein the transition region comprises a frustum-like region formed by at least one concave edge of a lateral cutting surface associated with a cutting device.

26. (Previously Presented) The golf club head of claim 21, wherein transition region comprises a frustum-like region formed by at least one convex edge of a lateral cutting surface associated with a cutting device.

27. (Previously Presented) A golf club head comprising:

a shell having an opening; and

a face plate attached to the opening to form a hollow body, the face plate having a frustum surface of revolution, the frustum surface of revolution including a first region having a first elliptical outer edge, a second region having a second elliptical outer edge, and a transition region between the first region to a second region, the transition region having a curved side extending from the first elliptical outer edge to the second elliptical outer edge,

wherein the first elliptical outer edge has a first aspect ratio, a first major axis and a first minor axis,

wherein the second elliptical outer edge has a second aspect ratio, a second major axis and a second minor axis, the second major axis being equal to the first major axis plus a predefined distance and the second minor axis being equal to the first minor axis plus the predefined distance, and the second aspect ratio being less than the first aspect ratio.

28. (Previously Presented) The golf club head of claim 27, wherein the transition region comprises a side curved inward from the first elliptical outer edge to the second elliptical outer edge.

29. (Previously Presented) The golf club head of claim 27, wherein the transition region comprises a side curved outward from the first elliptical outer edge to the second elliptical outer edge.

30. (Previously Presented) The golf club head of claim 27, wherein the transition region comprises a frustum-like region formed by at least one concave edge of a lateral cutting surface associated with a cutting device.

31. (Previously Presented) The golf club head of claim 27, wherein transition region comprises a frustum-like region formed by at least one convex edge of a lateral cutting surface associated with a cutting device.

32. (Previously Presented) The golf club head of claim 27, wherein the frustum surface of revolution comprises a spherical frustum surface of revolution.

33. (New) The golf club head of claim 11, wherein cross sectional profiles of the transition region from the first non-circular, elliptical outer edge to the second non-circular, elliptical outer edge are the same when the cross sectional profiles are taken along perpendicular directions that are collinear with the major and minor axes of the second non-circular, elliptical outer edge.

34. (New) The golf club head of claim 33, wherein the cross sectional profiles are taken along all other perpendicular directions between the first and second non-circular, elliptical outer edges.

35. (New) The golf club head of claim 11, wherein the central thickened region comprises a constant thickness.

36. (New) The golf club head of claim 21, wherein cross sectional profiles of the transition region from the first elliptical outer edge to the second elliptical outer edge are the same when the cross sectional profiles are taken along perpendicular directions that are collinear with the major and minor axes of the second elliptical outer edge.

37. (New) The golf club head of claim 36, wherein the cross sectional profiles are taken along all other perpendicular directions between the first and second elliptical outer edges.

38. (New) The golf club head of claim 21, wherein the central region comprises a constant thickness.

39. (New) The golf club head of claim 27, wherein cross sectional profiles of the transition region from the first elliptical outer edge to the second elliptical outer edge are the same when the cross sectional profiles are taken along perpendicular directions that are collinear with the major and minor axes of the second elliptical outer edge.

40. (New) The golf club head of claim 39, wherein the cross sectional profiles are taken along all other perpendicular directions between the first and second elliptical outer edges.

41. (New) The golf club head of claim 27, wherein the first region comprises a constant thickness greater than any thickness of the transition region.